

**REQUEST FOR QUALIFICATIONS**  
**Comprehensive Safety Action Plan**

Lorain County Public Health (LCPH) has received a Safe Streets and Roads for All (SS4A) grant from the U.S. Department of Transportation for the preparation of a Comprehensive Safety Action Plan for Lorain County. The Scope of Service for the work is attached as Exhibit A and provides detailed information regarding the level of effort as well as specific tasks to be accomplished.

Available funds for this project will be \$125,000. Request for Qualifications will be **due on September 29 2023**, with anticipated award by LCPH Board of Health on November 8, 2023. The anticipated period to cover the work is from January 1, 2024 to July 31, 2024.

Interested consultants should submit a proposal that addresses the factors listed below and the scope of services in Exhibit A. Consultants must respond to the RFQ with electronic versions of the proposals in .pdf format. Proposal evaluation will be based on the written proposals.

LCPH anticipates that a contract would be awarded in December 2023 with all work to be completed by July 2024. The successful consultant should be prepared to begin work immediately. LCPH reserves the right to award all or part of the available funds for this project.

Additional information should not be required to respond to this RFQ. However, technical questions should be submitted in writing to Kat Bray, MS, CHES via email ([kbray@loraincountyhealth.com](mailto:kbray@loraincountyhealth.com)) no later than 5:00 PM ET on September 15, 2023. All questions received and responses to those questions will be posted on the LCPH website by September 22, 2023. Interested applicants must email an electronic, PDF copy to Kat Bray, MS, CHES at [kbray@loraincountyhealth.com](mailto:kbray@loraincountyhealth.com). Proposals are due no later than September 29, 2023 by 5:00PM ET. **Proposals received after this date and time will not be considered.**

Proposals are not to exceed a total of 20 pages (8.5 x 11), inclusive of firm experience. Covers, resumes, end sheets and an introductory letter shall not count against these maximums. Font size should be at a 12 point with ½” margins and 1.5 spacing.

Proposals must include the following information and will be scored as such:

Part 1 - Related experience, qualifications, and references of the firm or project team (35%)

1. List the lead consultant and any sub-consultants. Indicate the types of services provided and years in business. Provide geographic location of the consultant offices performing the work. If more than one office, provide an approximate percentage of work to be performed at each office.
2. List the project manager and other key staff members involved in the project and their relevant experience and qualifications. Provide contact information for the project manager.
3. Provide description of relevant experience on similar projects. Include a list of at least 3 references within the past 5 years, with current contact information.

Part 2 - Technical approach (35%)

1. Provide a description of the technical approach proposed for accomplishment of the work. Note your familiarity with and any past performance working in Lorain County.

Part 3 - Work plan and schedule (30%)

2. Provide a detailed work plan for the accomplishment of the work described in Exhibit A. The work plan should include estimated hours for each task identified in Exhibit A.
3. Provide a preliminary project schedule assuming a start date of January 1, 2024. Describe the current capacity of consultants and their ability to perform work in a timely manner relative to current workload and availability.

Attachments

4. Any other pertinent information.

An ideal candidate will include broad expertise in transportation planning and design, safety data analysis and planning, community planning, graphic design, narrative writing, and public involvement.

### **Communications Restrictions**

**Please note the following policy concerning communication between Consultants and LCPH during the announcement and selection process:**

During the time period between advertisement and the announcement of final consultant selection, communication with consultants (or their agents) shall be limited as follows:

Communications which are strictly prohibited:

Any discussions or marketing activities related to this specific project.

Allowable communications include:

Technical or scope of services questions specific to the project or RFQ requirements. Questions shall be directed to Kat Bray, MS, CHES at [kbray@loraincountyhealth.com](mailto:kbray@loraincountyhealth.com).

**Contract Type and Payment Method**

Refer to the ODOT's Manual for Administration of Contracts for Professional Services, Volume 1: Consultant Contract Administration, Sections 4.3.A and 4.3.B for guidance concerning the appropriate contract type and payment method. Based on this guidance, contract type and payment method will be determined during the scope of services and negotiation process.

**Estimated Date of Authorization**

It is anticipated that the selected Consultant will be authorized to proceed by January 2024.

**Suspended or Debarred Firms**

Firms included on the current Federal and Ohio list of firms suspended or debarred are not eligible for selection.

**Terms and Conditions**

Items provided in the U.S. Department of Transportation's SS4A Grant Agreement (<https://www.transportation.gov/grants/ss4a/grant-agreements>) will be included in all agreements selected under this request for qualifications.

**Compliance with Title VI of the Civil Rights Act of 1964**

LCPH, in accordance with Title VI of the Civil Rights Act of 1964 (78 Stat. 252, 42 U.S.C. §§ 2000d to 2000d-4) and the Regulations, hereby notifies all bidders that it will affirmatively ensure that any contract entered into pursuant to this advertisement, all bidders including disadvantaged business enterprises will be afforded full and fair opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color, national origin, sex, age, disability, low-income status, or limited English proficiency in consideration for an award.

## Exhibit A

### Background and Objectives:

Lorain County aims to improve traffic safety through an equitable, convenient, multimodal network that emphasizes connectivity for vulnerable users across the urban-rural divide. Lorain County is committed to eliminating traffic injuries and deaths. Through coordinated partnerships that focus on infrastructure, education, and engagement, fatal crashes in Lorain County decreased from 2016 to 2020. To continue this progress, this Comprehensive Safety Action Plan will help Lorain County respond to trends in transportation safety outcomes and build a safe transportation system for all users of all modes. The County will commit to a goal of zero traffic deaths by 2040.

Definition of Study Area: The study area includes Lorain County and the municipalities and townships within Lorain County.

Work and Services: Work will involve multiple deliverables to be used in recommending to Lorain County plans, policies, and best practices related to safety. The Consultant Team will conduct bi-weekly project management meetings throughout the duration of the contract. The time, date, location, and format of the meetings will be determined through joint agreement in Task 1 (Project Management Plan). The Consultant Team will attend committee, subcommittee, task force, planning team, advisory group meetings, and others critical to the successful performance of this scope of services.

### **Action plan:**

- **Project Management & Community Engagement Plan - Task 1**
  - A comprehensive safety action plan will engage stakeholders across communities to continue to chart the path to zero by identifying safety issues and specific actions that can be implemented to improve safety for people traveling by any mode throughout the county.
  
- **Literature Review & Data Assessment - Task 2**
  - The Plan will be based on data-driven analysis. The Plan will also incorporate or inform other applicable planning documents, including: the Ohio Strategic Highway Safety Action Plan (2020), The Ohio Highway Safety Plan (2022), Vision Zero plans, Northeast Ohio Areawide Coordinating Agency Regional Transportation Plans, Active transportation plans in City of Avon (2019), City of Elyria (2021), City of Lorain (2018), City of Oberlin (2021), Clearview Local Schools and Sheffield Township, (2022), Oberlin City Schools Travel Plan (2020), and other state, regional, and local plans as applicable.
  - The Plan will reference national and/or State research and evidence based practices (i.e. NCHRP, TRB, FHWA, NACTO, NHTSA, ODOT etc). The Plan will be guided by the Lorain County Steering Committee. Communication is necessary for building consensus and achieving planning outcomes.

- **Stakeholder Input & Priority Issue Identification - Task 3**
  - This task will incorporate engagement activities that inform, consult, involve, empower, and collaborate with both decision-making leaders and those who are most impacted by traffic fatalities and serious injuries.
  - Provide in-person and/or virtual public engagement sessions to listen and learn about public concerns.
  
- **Systemic Safety, Policy, and Equity analysis - Task 4**
  - Based on data and evidence-based practices gathered in the Literature Review and Data Assessment (Task 2), identify major causes, patterns and trends in current policies, plans and guidelines.
  - Identify opportunities to improve how processes prioritize safety, identify gaps of underserved communities within the data and analyze how equitable the proposed projects and strategies are based on population characteristics.
  
- **Comprehensive Safety Action Plan (Infrastructure and non-infrastructure recommendations) - Task 5**
  - The Plan will develop recommendations for both motorized and non-motorized modes in the roadway network as well as other elements – land use, county transit, greenways, or other community factors – to create a comprehensive course of action. The Plan will address federal and state regulations (including design guidance as well as performance management goals, measures, and targets) and will promote equitable outcomes.
  - The Plan will expand the community’s planning toolbox with illustrated graphics of context-sensitive design solutions and proven safety countermeasures that can be used in a variety of partner documents.
  
- **Safe Street Visualizations & Performance measures - Task 6**
  - A set of performance measures will be developed that help tell the story of the degree of impact made as a result of carrying out various recommendation in the plans
  - All recommendations will be clearly written with a corresponding evaluation metric
  - Recommendations and their degree of completion will be clearly outlined in the plan
  - Recommendations and their degree of completion will be accessible to planning practitioners, elected officials, and the general public.

This Comprehensive Safety Action Plan will address broad and multifaceted questions, such as:

- What are the trends for safety in Lorain County?
- Who is most at risk when traveling in Lorain County?
- What aspects of road design, vehicle design, community design, and human behavior or psychology lead to unsafe outcomes?
- What are the most dangerous types of roads in Lorain County?
- Where are they located or most prevalent?
- How do the geographic scales and travel patterns of Lorain County affect safety outcomes?

- How do residents and decision makers view or prioritize safe transportation in Lorain County?
  - What are effective tools for minimizing risk and improving roadway safety?
  - How can a jurisdiction focus multi-modal solutions on high-risk corridors?
  - What are the roles of a jurisdiction's policies and funding for improving county safety outcomes, especially related to fatalities and serious injuries?
- 

**Tasks:** The Consultant Team will ensure the satisfactory accomplishment of the tasks described in the Scope of Services. Specific deliverables which must be provided are identified, but the Consultant Team may determine additional ones that contribute to the successful completion of the project and meet overall project objectives. The Plan development will be led by the consultant and guided by LCPH and the Steering Committee composed of representatives from the county.

### **Task 1 – Project Management & Community Engagement Plan**

This task will facilitate clear and consistent project management and public involvement. The Consultant Team will start by developing a Project Management Plan (PMP) and Community Engagement Plan (CEP).

The PMP will include an overall schedule for Tasks 2-6 deliverables, including timeframes for review. The Consultant Team will establish a process to incorporate feedback and input from the Steering Committee – composed of key stakeholders; local or national experts; and representatives from partner agencies and organizations – which will be convened a minimum of seven times to assist in this planning process.

The CEP will identify a diverse mix of key stakeholders, such as those from partner agencies, local governments, private sector participants, and community or advocacy groups, as well as general citizens to engage throughout the entire process. The CEP will outline strategies to engage and include communities disproportionately impacted by traffic risks and traditionally underserved by safety efforts. The CEP will establish an engagement schedule with opportunities for authentic and meaningful public engagement with an emphasis on broad and diverse input.

**No additional work beyond Task 1 will proceed until the Consultant Team has completed the PMP and CEP and LCPH has approved these deliverables.**

#### Deliverables:

- 1A Project Management Plan (draft and final)
- 1B Community Engagement Plan (draft and final)

### **Task 2 – Literature Review & Data Assessment**

This task will provide evidence-based foundation and structure for later analysis and recommendations. The deliverables from this task *will inform the Plan's methodological approach, data analyses, and recommendations in the final report.*

The Consultant Team will develop a literature review with an overview of safety planning practices, the state of national policies and research, and highlights from peer safety efforts. The Consultant Team will review FHWA and Governor's Office of Highway Safety reporting requirements, methods by which other states and MPOs set federal safety targets, and assessments of the most effective methods used to achieve outcomes. The Consultant Team will also include a review of local jurisdictions and state agencies to illustrate typical safety planning processes in the county and Ohio. This task will also identify any concerns or cautionary lessons learned.

The Consultant Team will assess the quality and completeness of existing available data – including crash, transportation, land use, and demographic data. The analysis will include at least 10 years of relevant crash and safety data. Based on the literature review and input from the LCPH and Steering Committee, the Consultant Team will make recommendations on best analysis strategies based on literature review findings and available data. The Review shall include review of FHWA's Proven Safety Countermeasures for safety strategies to identify crash factors and address infrastructure related crashes and crash severity as well as NHTSA's Countermeasures That Work to identify crash factors and behavioral strategies to reduce roadway crashes and crash severity.

*Deliverables:*

*To be incorporated into final Safety Action Plan:*

- *2A Technical Memo on Literature Review (draft and final)*
- *2B Technical Memo on Data Assessment (draft and final)*

**Task 3 – Stakeholder Input & Priority Issue Identification**

This task will ground the Plan with authentic public input. The Consultant Team will implement the CEP (Task 1) to identify safety priorities and to continuously engage both the Steering Committee and the general public. The Consultant Team will prepare a technical memo on priority issues based on a comprehensive understanding of all stakeholder input.

The CEP (Task 1) will detail specific engagement methods that are uniquely tailored to involve a diverse range of audiences, including consideration of how to reach a diverse range of stakeholders representative of the county's geography and demographics. Activities may include: public workshops; outreach to community leaders, local decision-makers, and local staff to understand current planning practices and priorities; community-based discussions of multi-modal safety along high-crash corridors and in areas where people are disproportionately impacted; and a variety of opportunities for technical stakeholders and the public to provide comments on draft recommendations. These methods may be conducted using virtual tools as well as in-person methods if the project team – both consultants and Steering Committee – determine normal in-person methods are not achieving representative input. A summary of each engagement opportunity, including the activity, the feedback received, and participants engaged, will inform the final report.

Task 3 (public engagement) will run concurrently and in conjunction with Tasks 2-5. Early efforts in the process should focus on listening and learning about public concerns. Later efforts may solicit responses to analysis findings and recommendations. Virtual engagement tools must ensure equitable and representative participation but can be used to substitute and expand upon traditional in person methods, including but not limited to: virtual public meetings; surveys; online visualizations; and social media tactics to solicit stakeholder feedback.

*Deliverables:*

*To be incorporated into final Safety Action Plan:*

- *3A Technical Memo on Priority Issues (draft and final)*
- *3B Summary Memos on Community Engagement (technical and general public) (final)*
- *3C Summary of Public Comments on Draft Recommendations (final)*

**Task 4 – Systemic Safety, Policy and Equity Analyses**

This task will analyze data to provide insight into the trends, causes, and patterns of transportation safety in Lorain County. The Consultant Team will use methods and datasets identified in Task 2 to inform the Plan, including:

- County safety trends over time;
- Analysis of existing conditions and historical trends to baseline the level of crashes involving fatalities and serious injuries across Lorain County;
- Analysis of the location(s) where there are crashes, the severity, as well as contributing factors and crash types;
- Analysis of systemic and specific safety needs is also performed, as needed (e.g., high risk road features, specific safety needs of relevant road users);
- A geospatial identification (geographic or locational data using maps) of higher risk locations.
- The prevalence of crash types, especially those resulting in serious injuries and fatalities;
- The county distribution of crashes, including geographic locations of crashes as well as road typologies or system characteristics;
- Data that connect prevalent risks and crash characteristics to agency policy and processes, including implementing proven safety countermeasures, identifying projects or location for priority funding, and supporting local project development;

Analysis (and final recommendations) will prioritize infrastructure characteristics and engineering interventions, including: walkway, bikeway, and roadway designs; infrastructure policy and design guidelines and standards, intersection or crossing designs; traffic calming and speed management; signage and signalization; transit station and stop design; freight and curbside logistics; and other infrastructure as needed.

Analysis and recommendations may examine non-infrastructure characteristics – such as education, outreach programs, etc. – where supported by evidence. Enforcement activities and strategies may only be included based on guidance from the Steering Committee and literature review.



Deliverables:

*To be incorporated into final Safety Action Plan:*

- *4A Technical Memo on Data Analysis, Crash & Risk Findings (draft and final)*
- *4B Technical Memo on Policy Analysis and Assessment (draft and final)*
- *4C Technical Memo on Equity Analysis and Assessment (draft and final)*
- *4D Tool or methodology to recreate county crash distribution with available data on at least an annual basis*

**Task 5 – Comprehensive Safety Action Plan (Infrastructure and non-infrastructure recommendations)**

This task will develop recommendations in a final report for how Lorain County can improve safety outcomes in the county. The Plan will prioritize evidence-based infrastructure recommendations that address data findings from Task 4. Non-infrastructure recommendations may be included based on clear evidence; enforcement recommendations may only be included after consultation with the Steering Committee. The Plan’s framework will address safety within broad regional roles as typically performed by a Metropolitan Planning Organization (MPO): regional goals and plans; project evaluation and prioritization; funding allocation; regional coordination; and federal performance targets. The Strategy’s local framework will establish best practices for local governments in Lorain County, including safety-focused project development and “Vision Zero” strategies.

The “Vision Zero” strategies will include commitments for each community by providing a reasonable date to reach zero fatalities or will set one or more targets to achieve significant declines in roadway fatalities and serious injuries by a specific date. The Plan shall address considerations of equity in policies and implementation of projects and measures as well as discuss implementation and adoption of revised policies, guidelines, and/or standards based on the analysis performed in Task 4.

A key outcome of both county-wide and local frameworks will be estimating and achieving progressively lower roadway fatalities and injuries each year. Based on the Literature Review (Task 2), the Consultant Team will develop strategies consistent with reporting needs for FHWA Safety Performance Targets and Governor’s Office of Highway Safety focus areas. Strategies in this task will compare current and alternate methods that support progressively lowering safety targets for crashes located within the MPO boundary. The final report will summarize data analysis and policy recommendations and incorporate graphical illustrations (Task 6).

The Consultant shall develop criteria for project prioritization in coordination with LCPH and the Steering Committee and based on development of a prioritization process shall provide recommendations to include specific projects, policies, guidelines, and/or standards, countermeasures, and strategies developed for implementation to address the safety issues identified in Task 4, including time ranges when the recommendations can be implemented.

Consultant recommendations shall include specific projects developed for implementation including analysis for cost effectiveness. Recommendations should contain enough detail to support implementation categorized by time frame (e.g. 6- months, 1-year, 2- year, 5- year and 10-year actions), an improvement cost based on conceptual design. The Consultant shall also compile an implementation matrix providing for implementation and updates to existing policies, programs, and practices as well as the proposed improvements from this Plan.

The Plan will identify possible barriers for implementation (including but not limited to funding, legislation, and staffing) and include cost estimates and potential funding sources (local, state and federal) and the role of implementing strategies.

Deliverable:

- *5A Comprehensive Safety Action Plan (draft and final)*

**Task 6 – Safe Street Visualizations & Performance Measures**

This task will leverage the findings from the Comprehensive Safety Action Plan to illustrate safety concepts throughout the county’s programs and plans. The task will develop materials and illustrations that LCPH and partners can use in a wide variety of contexts.

The Plan shall also include target performance measures and benchmarks to monitor progress to include recommendations for data collection and reporting analysis, and tools and techniques to monitor progress over time. The Plan will be succinct and accessible for the public, elected officials, and practitioners.

The Consultant Team will develop graphical visualizations, including renderings and presentation materials, that communicate and illustrate proven safety countermeasures, context-sensitive design solutions, multimodal roadway and community typologies, and other recommendations developed in Tasks 2-5. Illustrations will be incorporated into the final Comprehensive Safety Action Plan as well as be made available for other county planning documents.

Deliverable:

- *6A, Visualizations for Safety Countermeasures & Performance Measures*